Muhammad Saad

Senior Product Designer

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Digital product designer specializing in full-stack design across platforms, leveraging data-driven insights to enhance user retention and optimize experiences.

EXPERIENCE

APIMatic.io — Senior Product Designer

2020 - PRESENT

◉ Led UX/UI design as a DX Designer for the Developer Experience Portal, **increasing user retention by 73.33%** and **improving onboarding completion rates by 30.38%**. Leveraged data-driven insights from **Mixpanel** and **Microsoft Clarity** to enhance user engagement, serving global developers and enterprise clients like Verizon, Foxit, Maxio, FortisPay, PeopleHedge, Boku, ThoughtSpot, GreenByte, PostNL, and PayQuicker across 178+ countries.

◉ Collaborated with the product team to enhance user experiences through **data-informed** wireframes, high-fidelity mockups, and a comprehensive **Design System**. The system included tokens, component specifications, behaviors, accessibility criteria, and use case guidelines, applied across the **API Copilot(AI), Analytics Dashboard, API Editor, Developer Experience Portal, SDK Widget, Code Validator, and Guided Walkthroughs.**

Synergy-IT — Senior UX Designer

2019 - 2020

◉ Led the end-to-end UX/UI design for SpeekIO recruiting product. Implemented and created a design system for mobile app product CubiVue.
◉ Produced HTML+CSS for enterprise web portals in an agile environment.
◉ Worked closely with developers to implement designs as SaaS web apps.

Ibex Group of Companies — Apps Design Specialist

2018 - 2019

◉ Produced UI for the mobile apps (Android, iOS) & web.
◉ Worked on multiple app products and produced concept design documents, wireframes & mockup in an agile environment.

SKILLS

Product Design

Design Systems

Figma

Adobe XD

HTML/CSS | Bootstrap

WordPress

Microsoft Clarity

Mixpanel

Autopilot

Agile/Scrum

HubSpot

Research

Github

CERTIFICATIONS

The Interaction Design Foundation

Design Thinking: The Beginner's Guide

Human-Computer Interaction - HCI

UI Design Patterns for Successful Software

Mobile UX Design

Information Visualization: Getting Dashboards Right

Dynamic User Experience: Design and Usability

The Ultimate Guide to Visual Perception and Design